

Getting to the other 97 million while maintaining an Edge

An Internet Strategy (Drive the Net)

Stategic Internet Positioning for AOL

- \Diamond Pursue GNN service independently form and revenue base brand to achieve Internet learning ourve
- V Targerand influence key plation Staindards by using GNN position. Eg.



Technical Alternatives

- \emptyset implement standards as they appear.
- deg. Web, WAIS, Gopher, Email, Java
- V Parimer with a Driver of the Net. Eg.
- Wicrosoft Blackbard/WSW/Billing
- Sun/JAVA

Driving the Net Example

- Pick a platform, say JAVA
- V Build a dient on that platform
- O Seed startups with intuire needs and equity. opialianice a mariket. Keep significani
- Wainfain Look-and-fed control, Q&A, lication Markeing Customer

"Program" other's materials Content Packaging Tools to

- Develop software to be distributed
- VCiross server aggregation (Z39.50,
- Weta-data tagging of content,
- VUSCI PROFILING FOR PCISONALIZATION
- ARSI IICIGUS WAGEWA

Billing Services to enable distributed transactions

- ♦ Partner? IMSN, Veriphone, ...
- Oreate technical system using our ision AOI users and inteniet VISA relationship (Redgate) and
-) Requires significant design,

Community Building Tools

- Develop and seed Internet with server Software (Quient/intere):
- Ohat (IRC/ Ubique, 3D2)
- Vinai (listserve majordomo/ ardnive,
- OBBoard (useney conferencing)
- V Develop Ublances Internal Standard

Proposed Milestones for Internet Direction

- Oct 1 1995: Next level Plan
- ♦ Oct 7 1995: Plan Approved or Modified
- OGE 10 1995: GINN Initial Service Laundied
- Van 11996. Core team built with Parinerships Unioughout AOL

Requirements to Realize this Plan

- Decide if we Drive, Partner, or Follow
- Decide organizational structure eg.
- VDoes this encompass GNN 3.0
- Who drives it? Where does it fit in AOL?
- Olevelop financial planand milesiones





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An Internet Strategy (Drive the Net)

Brewster Kahle Oct 1, 1995 DRAFT presentation

Stategic Internet Positioning for AOL

- Pursue GNN service independently form and revenue base brand to achieve Internet learning curve
- ◊ Target and influence key platform standards by using GNN position. Eg.
- **♦** Content packaging tools
- ◊Billing services
- ©Community building tools

Technical Alternatives

- \Diamond Implement standards as they appear.
- ◊eg. Web, WAIS, Gopher, Email, Java
- ◊ Partner with a Driver of the Net. Eg:
- **◊Netscape**
- ♦Microsoft Blackbird/MSN/Billing
- \Sum/JAVA
- ◊ Drive the Net
- ♦ Greenhouse software companies
- Active role in intrastructure

Driving the Net Example

- ◊ Pick a platform, say JAVA
- Build a client on that platform
- Seed startups with future needs and equity guarantee a market. Keep significant
- ◊ Maintain Look-and-feel control, Q&A, relationship. Integration, Marketing, Customer

"Program" other's materials Content Packaging Tools to

- Develop software to be distributed **♦ Cross server aggregation (Z39.50,**
- ◊Meta-data tagging of content, standardized and automation
- ◊ Enhance service for "programming"
- ◊User profiling for personalization
- \Personal interfaces, WebCrawler
- Business model for content owners

Billing Services to enable distributed transactions

- ◊ Partner? MSN, Veriphone, . . .
- ♦ Create technical system using our test on AOL users and Internet. VISA relationship (Redgate) and
- ♦ Requires significant design, partnering, and building.

Community Building Tools

- Develop and seed Internet with server software (current/future):
- ♦ Chat (IRC/ Ubique, 3D?)
- ♦ Email (listserve, majordomo/ archive, search)
- BBoard (usenet/conferencing)
- Develop Ubique as Internet Standard

Proposed Milestones for Internet Direction

- ♦ Oct 1 1995: Next level Plan
- ♦ Oct 7 1995: Plan Approved or Modified
- ♦ Oct 10 1995: GNN Initial Service Launched
- ♦ Jan 1 1996: Core team built with partnerships throughout AOL

Requirements to Realize this Plan

- ◊ Decide if we Drive, Partner, or Follow
- ♦ Decide organizational structure. eg.
- ♦ Does this encompass GNN 3.0 development?
- Develop financial plan and milestones

